

How can eco-labels achieve traceability and CoC without levying a new cost burden on the supply chain?

Traceability of
Eco-labelled Seafood

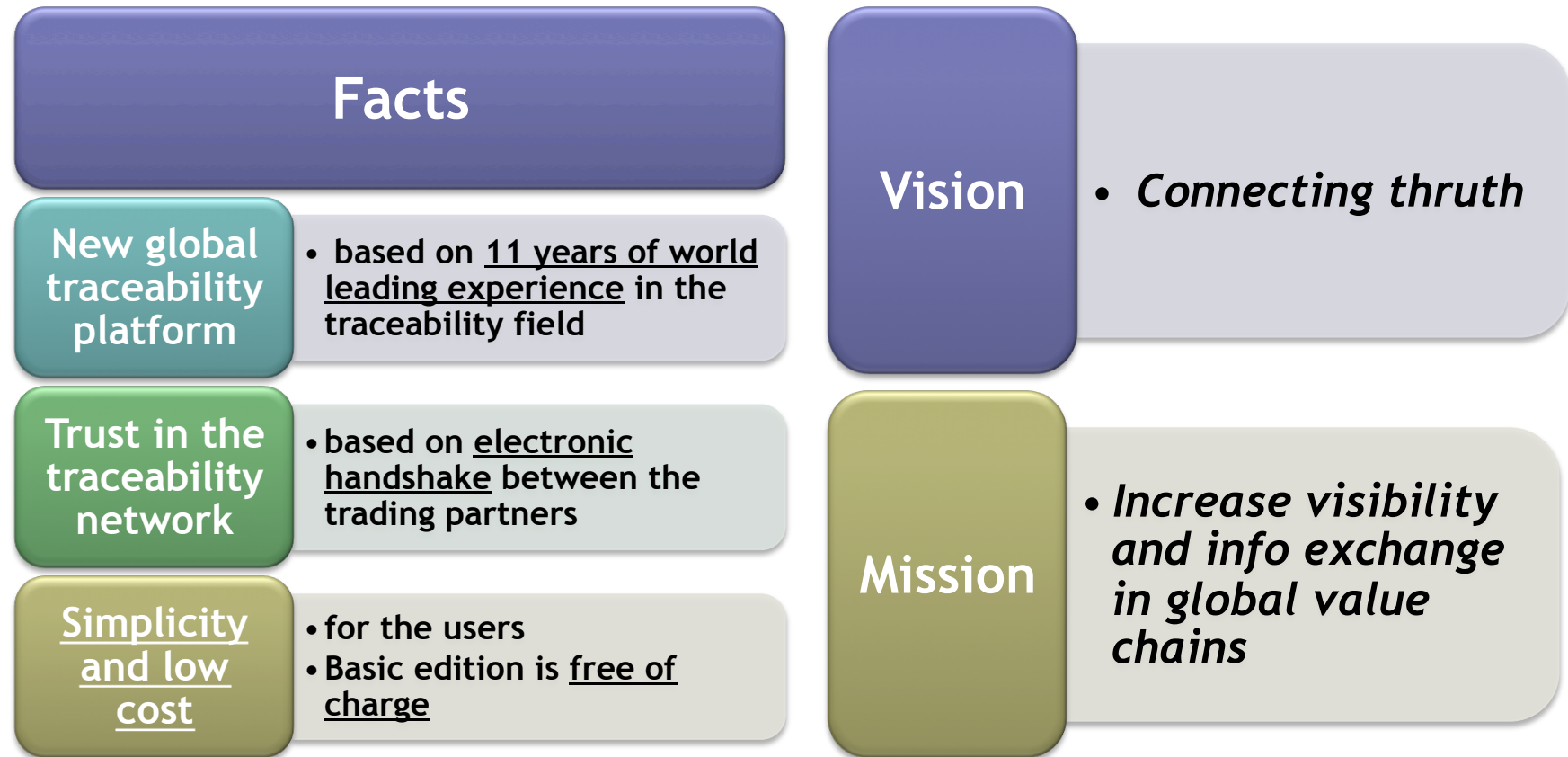
Copenhagen
20 January 2011

Ole-Henning Fredriksen
CEO

Items

- Visual value chains – and how?
- Verification tools for Eco-labelling
- 3 case studies
- Take aways

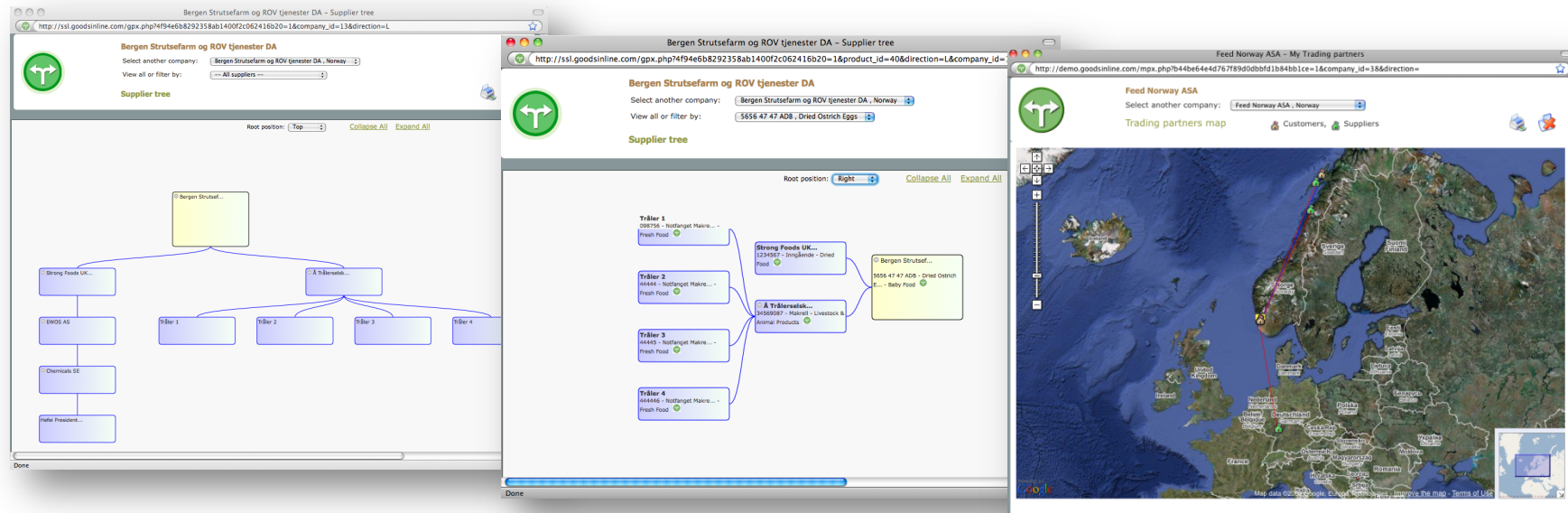
Factlines is a 'Corporate Social Network' (CSN)



Factlines solution



- Global supply chain visualization
- Information exchange



The “LinkedIn” for products



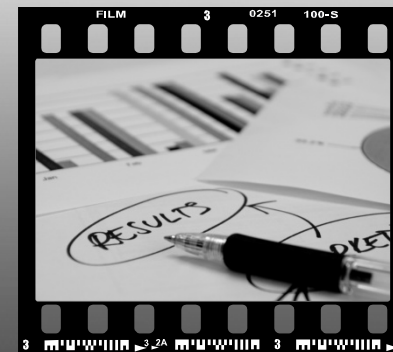
Free registration

Register your company



Manual or automated
invitations based on
your registers

Invite your network



Link shared products
and have the value
chain visualized
instantly

Link and get control

Visual supply chains

Dispatches: Britain's fish unwrapped

Friday 14 January 2011

Alex Thomson
Chief
Correspondent



Channel 4 News Chief Correspondent Alex Thomson investigates the fish sold on Britain's high street for Dispatches - to find out where it is sourced, how it is processed and what is actually in it.



If there is one thing - well OK, two things, that our big supermarkets and food producers want to talk about, they have to be sustainability and traceability. The major global food suppliers and supermarkets insist that they want their business to be as sustainable and green as possible for as long as possible.

On traceability they will passionately declaim they want you to know as much as possible about where your food has come from - how it has travelled from producer via middleman to your plate - the global food supply chain.

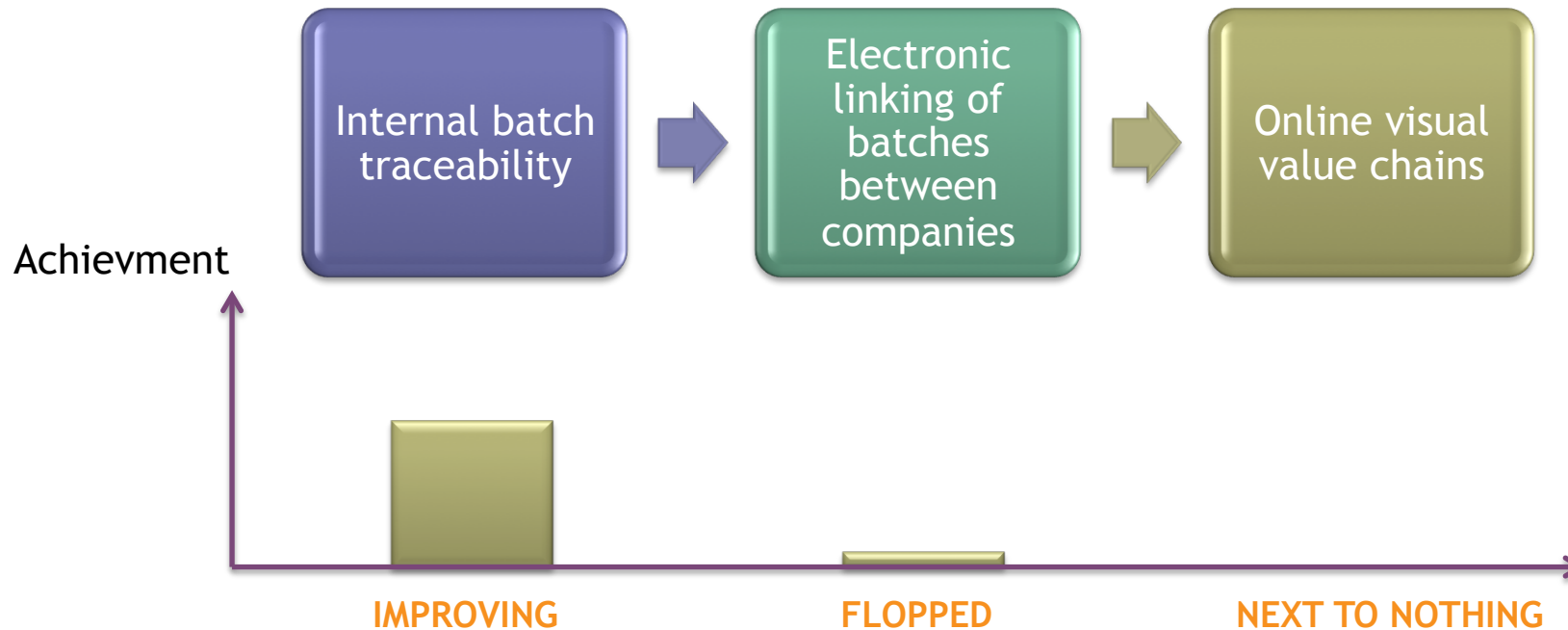
‘If there is one thing - well OK, two things, that our big supermarkets and food producers want to talk about, they have to be sustainability and traceability.’

One major retailer's message:

'...in the future, we will only buy products from supply chains that can provide online transparency all the way back to the origin.'

How do we close the gap...
...between the demand for visual supply chains
and the reality?

The traceability crusade of the last decade...



Conclusion:

This approach -achieving transparent and visual supply chains by connecting the traded batches/lots - has failed (so far...)

Crying for standards as cloud became the solution?

Yesterday's value chains:



- Limited 'hand shakes'
- Limited exchange standards
- Non-compliant IT syst.
- $n * 100\,000$ value chains

Cloud reality (2011 ->):



The barriers to achieving electronic batch traceability are quite familiar...

Cost	32 %
No supplier Interest	15 %
Bulk challenges	11 %
Lack of standard system or expectation	11 %
No customer interest	9 %
Human element, language, training	9 %
No info from supplier	8 %
No need	5 %
	100 %

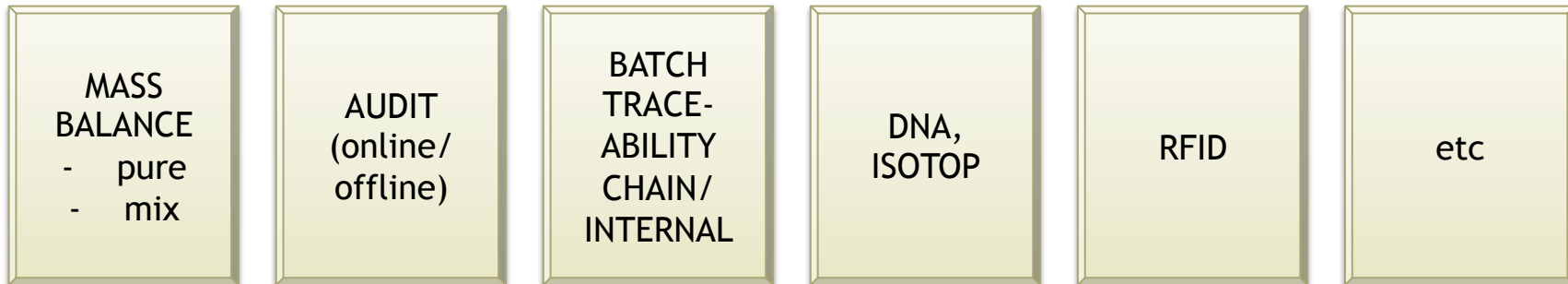
Institute of Food Technologists (IFT). Report to FDA. 'Traceability in food systems'

Conclusion:

The main reason that supply chain transparency has been lacking momentum in implementation is because of the cost drivers derived from an all too complex approach

Traceability is not a goal, it is a toolbox: Pick the right tool for the job!

Possible additional elements for increasing the CoC element:

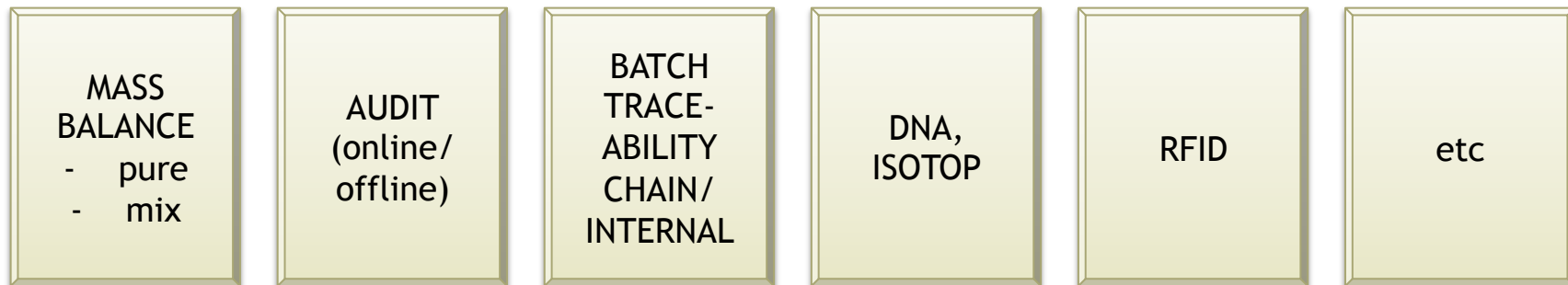


Fundamental elements in supply chain visibility:

- Company links
- Product links

Traceability is not a goal, it is a toolbox: Pick the right tool for the job!

Possible additional elements for increasing the CoC element:



Open API's



Traceability is not a goal, it is a toolbox: Pick the right tool for the job!

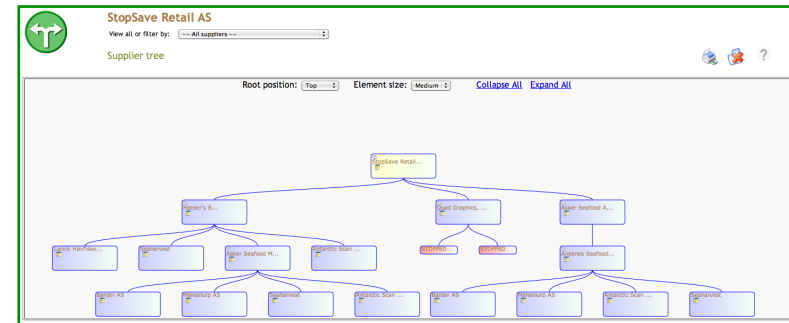
- Traceability and Chain of Custody in practice is a matter of probability, rather than scientific facts
- The solutions and tools chosen must be flexible enough so they can be tuned to your purpose with doing tracing
 - e.g, you don't need to invest in an advanced (and expensive) traceability system designed for surgical recall if your need is to document CO2 footprint or sustainable sourcing of a product
- Traceability tools must mainly be based on information that is already available in the industry.
 - starting point: info you can find in most ERP systems
- System should be flexible, so more advanced companies can expand the capabilities as they improve on their traceability readiness

Traceability based on ERP data (only)

- how far can you get?

Level 1:

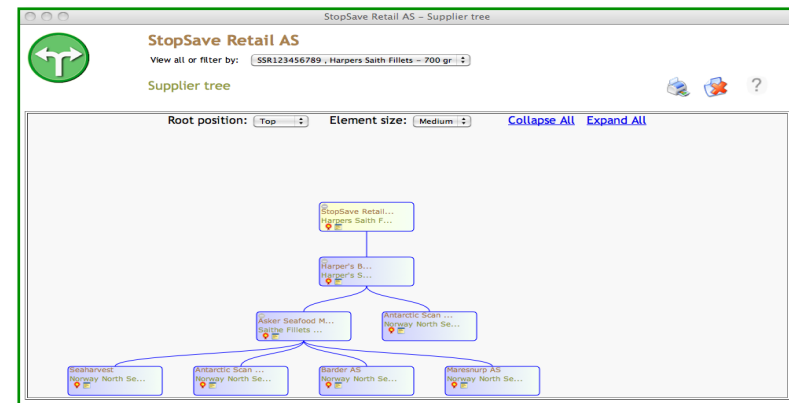
Linking companies/trading partners



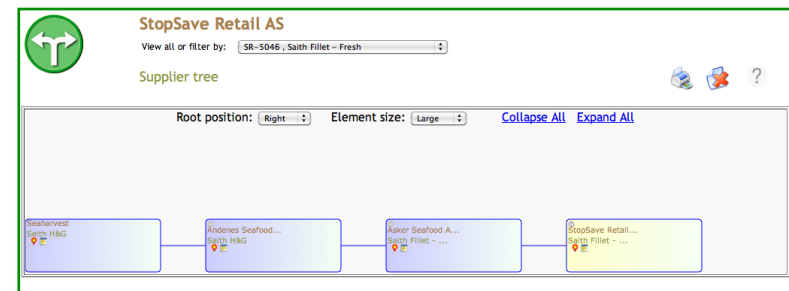
Level 2:

Linking products between trading partners ('GTIN-level')

Certified products should use a certificate-specific GTIN



Level 3: Adding shipment info (which 'GTIN's' was shipped to whom/when), or supplier specific GTIN will increase granularity of the tracking & tracing



Practical examples

Practical examples

1: Eco-labelled seafood

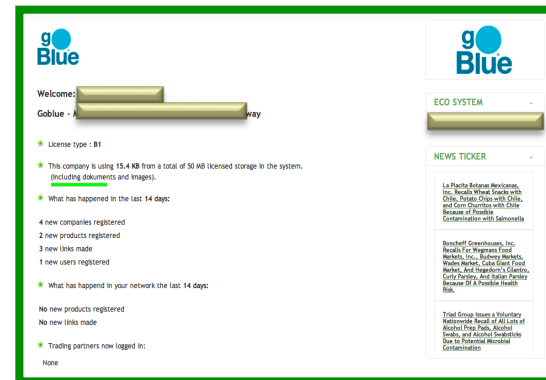
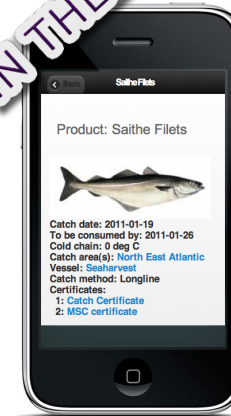
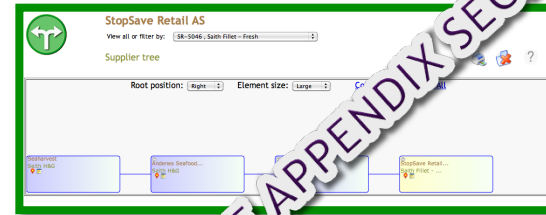
- **fresh fish counter manager**

2: Eco-labelled seafood

- **consumer terminal**

3: Private label for **GoBlue** neutral paper

- **GoBlue**



Take aways

Take aways:

- All info registration upstream for free
- ‘Cloud’ is revolutionizing the value chain cooperation
- Myriads of apps will penetrate the handheld and pad markets (Value chain ubiquitous and always available)
- Combining product tracing (trade relations), with relevant verification methods, is a cost efficient way to improve CoC
- Eco-labels is not depending on whole chain batch traceability
- Methods (or tools...) that involve a new significant increase in cost on the upstream supply-chain (in particular the farmers) will likely not success
- If you tell the market that you know the supply chain of the certified products, you should be able to show it (online and instant)

Back-up slides

Screenshots from practical example 1:

Eco-labelled seafood - fresh fish counter manager

StopSave Retail AS, Norway

- Home
- Log out

COMPANY

PRODUCTS

REPORTS

NETWORK

HELP

ONLINE

[ohf](#)

[sfadmin](#)

WORKFLOWS

No Pending Actions

[Admin menu](#)

MESSAGE

[Private Messages](#) 

no new



Welcome: Ole-Henning Fredriksen (ohf)

StopSave Retail AS, Midtre Mark vei 53, 0915 Oslo, Norway

★ License type : B1

★ This company is using 1.43 MB from a total of 50 MB licensed storage in the system.
(including documents and images)

★ What has happened in the last 14 days:

7 new companies registered

8 new products registered

20 new links made

1 new users registered

★ What has happend in your network the last 14 days:

6 new products registered

17 new links made

★ Trading partners now logged in:

None

★ Your close network today consists of these companies:

Asker Seafood ASA, Sjøstrandveien 9, 1391 Vollen, Norway

Harper's Best Seafood Limited, Wicked Street, DN31 3SW Jersey, United Kingdom



ECO SYSTEM

What we do



Visit certified sustainable fisheries on the map and find out more about them.

Fisheries on the map



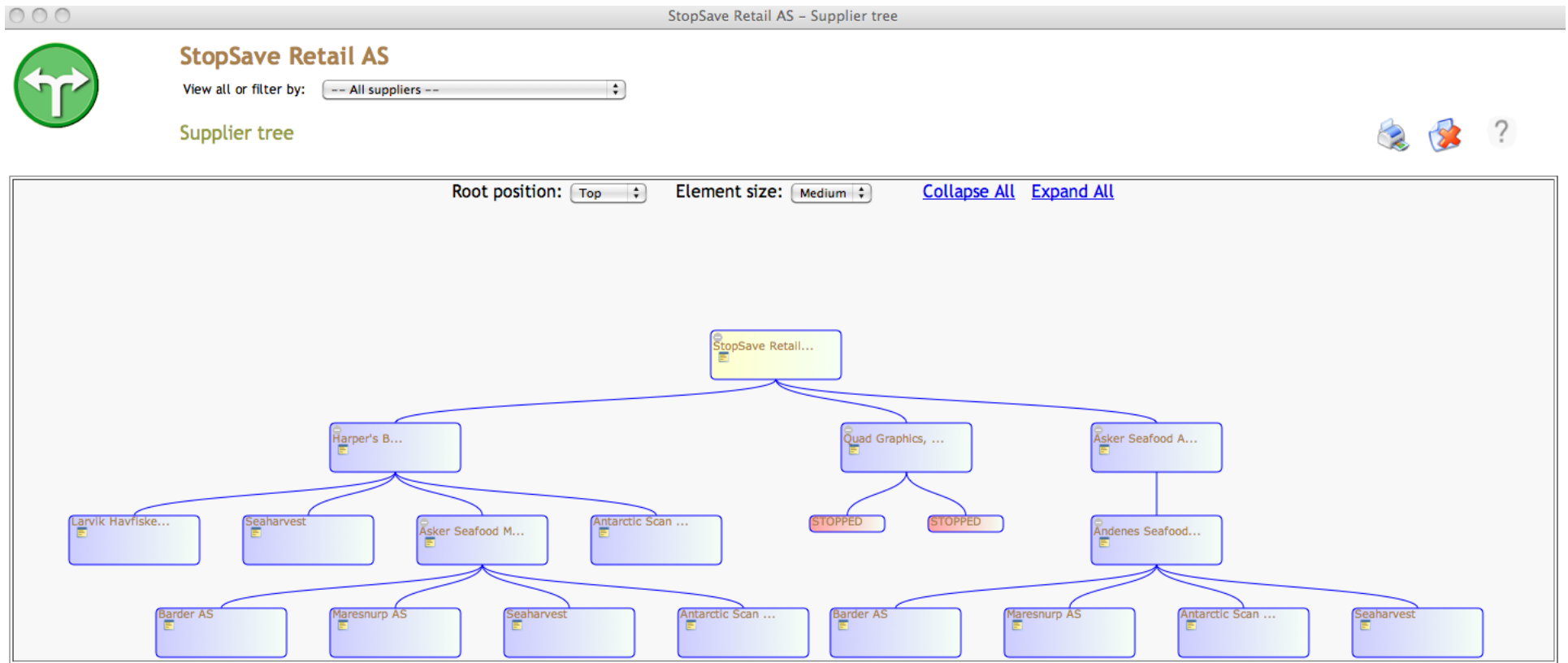
Follow the fish from boat to plate and meet the pioneers of sustainable fishing.

[Play movie](#)


NEWS TICKER

[Pescafria Barents Sea cod fishery enters MSC assessment](#)

[UK Fisheries, DFFU, Doggerbank Group saithe fishery certified as sustainable](#)






StopSave Retail AS – Supplier tree



StopSave Retail AS

View all or filter by:

Supplier tree



Root position: Element size: [Collapse All](#) [Expand All](#)

- StopSave Retail...
Saith Fillet - ...
 - Asker Seafood A...
Saith Fillet - ...
 - Andenes Seafood...
Saith H&G
 - Seaharvest
Saith H&G

StopSave Retail AS – Supplier tree

StopSave Retail AS

View all or filter by: SR-5046 , Saith Fillet – Fresh


Root position

StopSave Retail AS

Asker Seafood ASA

AS-5046 - Saith Fillet - Fresh - Seafood

PS: [asker-saithe-product-sheet-1.pdf](#)

Doc:  [asker-saithe-product-sheet-1.pdf](#)

Andenes Seafood AS


AN-5046 - Saith H&G - Seafood

PS: [Saithe Fillets Fresh.pdf](#)

Seaharvest

SE-5046 - Seith H&G - Seafood

PS: [Saithe Fillets Fresh.pdf](#)

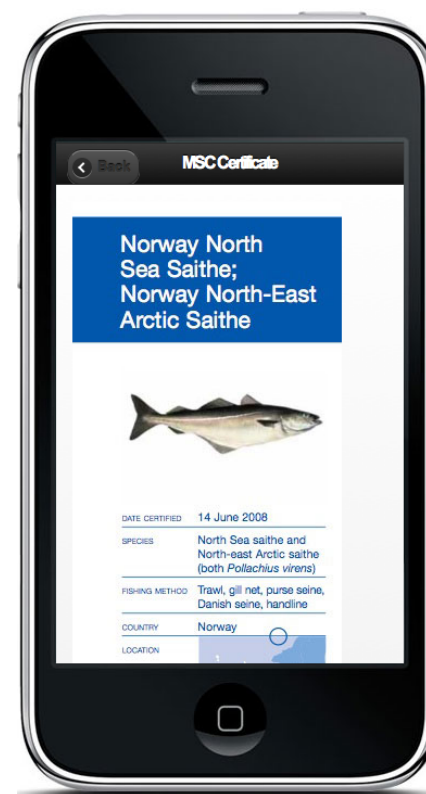
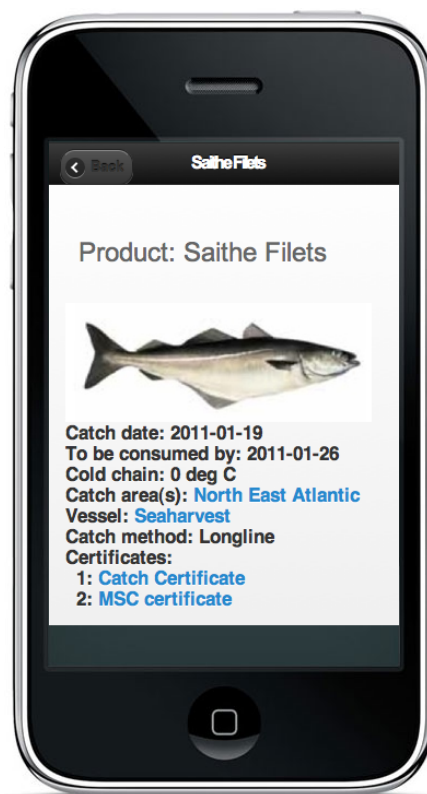
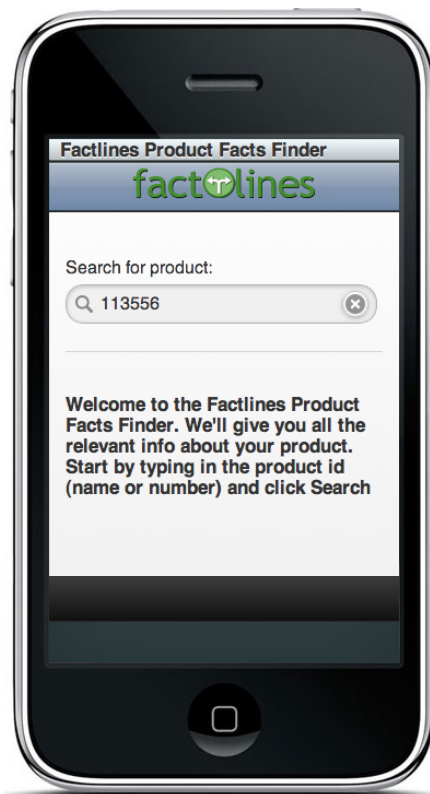
Doc:  [MSC_certImage_Saithe.jpg](#)

Expand All

CLOSE X

Screenshots from practical example 2:

Eco-labelled seafood
- consumer terminal



Screenshots from practical example 3:

Private label for CO2 neutral paper - GoBlue

Mos & Co Kommunikasjon AS, Norway

- Home
- Log out

COMPANY

NETWORK

GOBLUE

Customer - orders

HELP

WORKFLOWS

No Pending Actions

[Home](#) > [GOBLUE](#) > Customer - orders

Orders



Search: From date:

Status: ▾ To date:

Help Missing! (help-gbcust)



Details	Order	Print house	Status	Date
  	GB201101-1 : cat 2011	E Natvik Prenteverk AS, Norway	Created	2011-01-20 07:49
Display # 30 ▾				

MN-TITTLEN | test.factlines.com

factlines test site

—connecting truth

Mos B Co Kommunikasjon AS, Norway

Home • GOBLUE • Customer - orders • Customers: Register/Edit Order

Home
Log out

COMPANY
NETWORK
GOBLUE
Customer - orders
HELP

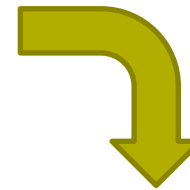
WORKFLOWS
No Pending Actions

New/change

Request/order

Order number: G8201101-1 ?
Name: cat 2011 ?
Number of runs: 12 ?
Quantity: 15000 ?
Page size: 20x30 ?
No. of inside pages: 100 ?
No. of cover pages: 2 pages ?
Inside paper: LWC, Leipa ultralux, 60 g, Silk ? [Select paper](#)
Cover paper: LWC, Leipa Mag, 120 g, Gloss ? [Select paper](#)
Print house: E Natvik Prenteverk AS ?
C: Omar Hatlem Nærøy P: +47 57 75 20 20 E: ohn@online.no
Binding: Glued ?
Colors: ?
Adjustments: ?
Terms of delivery: ?
Price: 0.00 ?
Price run of 1.000: 0.00 ?
Attachment: [Choose File](#) no file selected ?
Item weight: 187 g
Total weight: 33,660 Kg
CO₂ used: 67,320 Kg
CO₂ cost: 9,492 NOK
Energy consumed: 10,233 KWh
Environmental savings: Environmental savings compared with 100% virgin fiber: CO₂: 28 ton, Energy: 70%, Trees: 539 pcs
Comments:
[Toggle editor](#)
[Submit and save](#)

The environmental impact from the supply chain is calculated and visualized instantly while the printer customer creates and place his order for printing materials



Item weight:	187	g
Total weight:	33,660	Kg
CO ₂ used:	67,320	Kg
CO ₂ cost:	9,492	NOK
Energy consumed:	10,233	KWh
Environmental savings:	Environmental savings compared with 100% virgin fiber: CO ₂ : 28 ton, Energy: 70%, Trees: 539 pcs	

The Facelines management team

Management team with proven track records from international traceability projects

- The management team has an extensive proven record from global traceability, cutting edge ICT development, and the seafood industry
- Experience from international traceability projects in Asia (Thailand, Vietnam/Avian Flu, Malaysia, China etc); Europe (Norway, Germany, Italy, France etc); Canada
- Founded award-winning development of global traceability platform



Knut Jørstad, Berlin - Executive Chairman.

Knut has been a part of the net centric business development in Scandinavia since 1993. In companies like Oslonett (that became Scandinavia Online), founding Intervett that became InfoStream and was sold in 2000 in a \$600m transaction. Founding TraceTracker in 2000 and being its chairman and strategist until August 2009. Based on 10 years experience with traceability, Facelines is created to deploy the right network for the future value chain communication.



Ole-Henning Fredriksen, Oslo - CEO

Ole-Henning has been working with development and implementation of traceability systems globally for the last 11 years. Ole-Henning has a wide experience as a serial-entrepreneur within technology, travel industry and management consulting. From the position as the CEO and 34% owner of the technology incubator Modem Bad AS, Ole-Henning was also instrumental in founding and developing TraceTracker. Stepping down as a CEO in TraceTracker in August 2009. Putting all his energy in Facelines now, being convinced that this will be the network for modern value chain communication.



Ole Hartvik Nybø, Oslo - COO/CFO

Hartvik has, for much of his career, worked in business consultancy companies operating in the fields of finance and IT. His latest position before joining FL was as CFO in TraceTracker. Prior to this, he was CFO with Consorte Group ASA (a Norwegian public listed company). He also has management experience with international reporting responsibilities as managing director and chief financial officer for Norwegian subsidiaries of internationally owned companies.



Steinar Fremme, Oslo - CTO

Steinar has worked professionally with nearly every facet of Internet related development since 1984. He has operationalized and partly developed a couple of the most successful Norwegian web services, during his time in Intervett, InfoStream & Manamind. Steinar has been responsible for the heavy operation of complex internet solutions in the Telco industry and in TraceTracker Innovation ASA.



Erik Aaberg, Oslo - CIO

Aaberg originally has a technical background, particularly within search technology, multi media and internet topology. He was immediately caught by the net in the early 90's - and have stayed there since then. He has worked with internet startups like Schibsted Nett, he was a co-founder of Basefarm (advanced server hosting) and he was the founder of Retriever (the leading media monitoring company in Scandinavia). His last assignment was with Schibsted ASA (no. 1 media group in Norway) - focusing on digital media strategies.